

What is claimed is:

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1. A method of creating a Web based community of reverse credit auctions in which the borrowers present their credit needs and collaterals and the lenders analyze those projects on a caveat emptor basis and compete through the interest rates.
 2. The method of claim 1., wherein the Lenders are individual investors.
 3. The method of claim 1., wherein the Lenders are Professional Investors.
 4. The method of claim 1., wherein the borrowers are those with access to finance from the traditional non collateralized financial markets, or those with current access to the traditional Asset Based Financial Market or those with a weaker credit profile, such as start-up companies, under-capitalized or under collateralized ventures.
 5. The method of claim 1., wherein there are one or more support players, such as: Credit Rating Companies and Personal Credit Rating companies, Personal referents, Guarantors, Independent Credit Analysts, Trustees, Brokers, Insurance Companies, Preferred Banks, Preferred Auditing Firm, Title Searchers and Registrars, Preferred Legal Advisor, Preferred Mediation Services.
 6. The method of claim 1., wherein the auction is Dutch
 7. The method of claim 1 wherein the auction is English.
 8. The method of claim 1 wherein the auction is split
 9. The method of claim 1. wherein the auction is bulk.
 10. The method of claim 1., wherein the revenue sources are (i) Auction fees, (ii) Income sharing schemes with Support Services Providers, and (iii) other sources (such as

advertising, e-commerce sharing schemes, etc.).

11. The method of claim 1., wherein the borrowers will pertain to the Secondary Market.

12. The method of claim 1., wherein the loans will fall in the category of Ecological Credits, such as Islamic finance, green loan, non-belic loans, third world aid loans, etc.

13. The method of claim 1., wherein the loans will fall in the category of City and similar public debt financing: Similarly to the ecological credits, our model will be ideal for placing public debt among individuals, thus strengthening the bond between the city and its community.

14. The method of claim 1, wherein the loans will be designed for Credit Card Financing: i.e., the Lenders will compete amongst them to lend money to cardholders within a system whereby purchases done by credit card can generate an automatic insertion and auction in our site.

15. The method of claim 1., wherein the OLME becomes an arena for a double auction foreign currencies exchange.